



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
15TH REGIMENTAL SIGNAL BRIGADE
606 BARNES AVENUE
FORT GORDON, GEORGIA 30905-5370

ATZH-TB

9 Jun 2005

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter # 25 Retention Bulletin Board Competitions

REFERENCE:

- A. AR 601-280, The Army Retention Program
- B. TRADOC Retention Inspection Checklist, dated 1 April 2002

1. The purpose of this memorandum is to establish a policy for the Unit Retention Bulletin Board Competition within the 15th Regimental Signal Brigade.
2. All Company level units within the 15th Signal Brigade have responsibility for maintaining a Retention Bulletin Board in their unit area. All Company level units will compete in the 15th Signal Brigade Unit Retention Bulletin Board Award competition quarterly.
3. A section of the unit bulletin board, or a separate board, will be properly labeled "Reenlistment Information" for the display of retention material. The name, location, and telephone number of the Retention Officer and Reenlistment NCO, (Brigade, Battalion and Unit level) and primary duty Career Counselor, and Reserve Components Career Counselor serving the unit will be posted on the board. Current program information will also be posted for the BEAR Program, Selective Reenlistment Bonus (SRB), In/Out Call, Pay Scale, and Unit Incentive Awards Program. Non-retention related items and copies of duty appointment orders will not be posted on this board.
4. The Unit Retention Bulletin Board competition will be evaluated by one of the following:
 - a. Career Counselor from the Fort Gordon community
 - b. Detailed Recruiter from the local community
 - c. Brigade Command Sergeant Major.
5. This evaluator will evaluate each unit's Retention Bulletin Board based on the criteria in paragraph 6. If any of the required information is not present or if there are any non-retention related items on the Board, the unit will automatically be disqualified from the competition.

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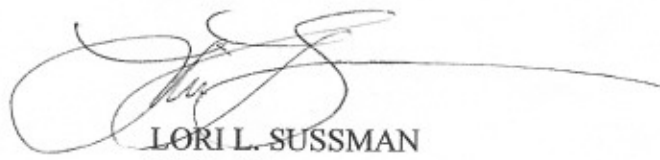
6. The following will be graded on a scale of (1 to 10) with 1 being the minimum point and 10 being the maximum points awarded:

- Originality of the Board (1-10)
- Retention Contact Information (1-10)
(Retention officer, Reenlistment NCO-(Brigade, Battalion and Unit), Active & Reserve Component Career Counselor)
- Current Retention Information (1-10)
(BEAR Program message, SRB Message, In/Out Calls Message, Pay Scale, and Unit Incentive Program)
- Incentive Awards Program (1-10)
(Brigade, Battalion and Unit)
- Unit Reenlistment NCOs Photo (1-10)

6. The unit receiving the highest point total will be selected as the winner and will receive recognition by the Brigade Commander and Command Sergeant Major during the 15th Signal Brigade's Victory Week Awards program.

7. In the event of a tie, the Brigade Commander will maintain the tie-breaking vote.

8. POC for this action is Brigade Career Counselor, SFC Grayson @ 791-1190.


LORI L. SUSSMAN
COL, SC
Commanding

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